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WHITE HOUSE
OFFICE OF RECORDS MANAGEMENT
WORKSHEET



- ☐ X-MEDIA
☐ H-INTERNAL

Name of Document: BRIEFING PAPERS
FOR PRESIDENT'S
SCHEDULED
APPOINTMENTS FOR

OCT 31 84

Subject Codes:

P	R	0	0	7	-	0	1
T	R	0	0	3	-		
F	G	1	1	4	-		
P	O				-		
H	K	0	1	3	-	7	9
P	R	0	1	1	-		
S	P	5	0	1	-		
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1) Subject: Drop-by Reagan-Bush '84
National Campaign Headquarters

2) Ceremony to announce the First
Day Issuance of the Hispanic Postal
Stamp.

3) Video taping session for upcoming
campaign commercials.

ROUTE TO:		ACTION		DISPOSITION		
Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
RMHENL		RSZ			C	

Referral Note:

THE SCHEDULE OF PRESIDENT RONALD REAGAN



Wednesday, October 31, 1984

9:00 am (30 min)	<u>Staff Time</u> (Baker/Meese/Deaver)	Oval Office
9:30 am (15 min)	<u>National Security Briefing</u> (McFarlane)	Oval Office
9:45 am (15 min)	<u>Meeting with Secretary Regan</u> (Meese)	Oval Office
10:00 am (30 min)	<u>Personal Staff Time</u>	Oval Office
10:30 am (75 min)	<u>The President departs for Reagan-Bush Campaign Headquarters to meet with the Directors and speak to the Staff</u> (Henkel/Tutwiler)	South Lawn (TAB A)
11:45 am (15 min)	<u>Hispanic Stamp Presentation</u> (Henkel/Herrington)	Rose Garden (TAB B) (draft remarks provided separately)
12:00 m (75 min)	<u>Lunch and Personal Staff Time</u>	Oval Office Study
1:15 pm (15 min)	<u>Personnel Time</u> (Herrington)	Roosevelt Room
1:30 pm (30 min)	<u>Meeting with Secretary Shultz</u>	Roosevelt Room
2:00 pm (90 min)	<u>Campaign Taping Session</u> (Tutwiler)	Oval Office (TAB C)
3:30 pm (5 min)	<u>Taping for Saturday Radio Address</u> (Duval)	Oval Office Study (available later)
3:35 pm (45 min)	<u>Haircut</u>	West Basement
4:20 pm	<u>Personal Staff Time</u> <u>Remainder of the Day</u>	Oval Office/ Residence

Historical File

UNP 10/30/84
4:00 pm

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THE SCHEDULE OF
PRESIDENT RONALD REAGAN

Wednesday, October 31, 1984



9:00 am (30 min)	<u>Staff Time</u> <i>9:03 OVA</i> (Baker/Meese/Deaver)	Oval Office
9:30 am (15 min)	<u>National Security Briefing</u> <i>9:29 - 9:44</i> (McFarlane), <i>EM, JB, McINERNEY</i>	Oval Office
9:45 am (15 min)	<u>Meeting with Secretary Regan</u> <i>9:45</i> (Meese), <i>JB</i>	Oval Office
10:00 am (30 min)	<u>Personal Staff Time</u> <i>10:07 DEPART FOR INDIA EMBASSY</i>	Oval Office
10:30 am (75 min)	The President departs for Reagan-Bush Campaign Headquarters to meet with the Directors and speak to the Staff (Henkel/Tutwiler)	South Lawn (TAB A)
11:45 am (15 min)	<u>Hispanic Stamp Presentation</u> (Henkel/Herrington)	Rose Garden (TAB B) (draft remarks provided separately)
12:00 m (75 min)	<u>Lunch and Personal Staff Time</u> <i>1:42 - CABINET ROOM</i>	Oval Office / <i>CABINET</i> Study
1:15 pm (15 min)	<u>Personal Time</u> (Herrington), <i>BECK, AVONIA, DUNKOP</i>	<i>CABINET</i> Reese Room
1:30 pm (30 min)	<u>Meeting with Secretary Shultz</u> <i>McFARLANE</i>	<i>CABINET</i> Roosevelt Room
2:00 pm (90 min)	<u>Campaign Taping Session</u> <i>2:11</i> (Tutwiler) (TAB C)	Oval Office
3:30 pm (5 min)	<u>Taping for Saturday Radio Address</u> (Duval) (available later)	Oval Office Study <i>CABINET ROOM</i>
3:35 pm (45 min)	<u>Haircut</u>	West Basement
4:20 pm	<u>Personal Staff Time</u> <u>Remainder of the Day</u>	Oval Office/ Residence

UNP 10/30/84
4:00 pm

THE WHITE HOUSE

WASHINGTON

October 30, 1984

DROP-BY REAGAN-BUSH '84 NATIONAL CAMPAIGN HEADQUARTERS

DATE: October 31, 1984
LOCATION: Reagan-Bush '84 National
Campaign Headquarters
Washington, D.C.
TIME: 10:40 a.m.
FROM: MARGARET TUTWILERMDT

I. PURPOSE

To greet and thank campaign workers, while reminding them of the important "get out the vote" task ahead.

II. BACKGROUND

The Reagan-Bush '84 National Campaign Headquarters opened its doors on October 17, 1983. With an initial staff of 10 people, Reagan-Bush '84 has grown to 300 paid staffers, 250 full-time volunteers and 2,000 part-time volunteers.

III. PARTICIPANTS

Senator Paul Laxalt, Campaign Chairman
Mayor Margaret Hance, Campaign Co-Chairman
Edward Rollins, Campaign Director
Lee Atwater, Deputy Campaign Director
Approximately 300 Reagan-Bush staffers and volunteers

IV. PRESS PLAN

As outlined by the White House Advance Office schedule.

V. SEQUENCE OF EVENTS

As outlined by the White House Advance Office schedule.

VI. TALKING POINTS

The attached talking points have been submitted by Reagan-Bush '84.

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THE WHITE HOUSE

WASHINGTON

October 30, 1984

HISPANIC STAMP PRESENTATION

October 31, 1984

Rose Garden

11:45 - 12:00

FROM: John S. Herrington

I. PURPOSE

To announce the First Day Issuance of the Hispanic Stamp on October 31, 1984 in the Rose Garden.

II. BACKGROUND

On September 13, 1983, the President requested that a stamp be designed and issued by the United States Postal Service to commemorate the contribution of Hispanics' in Defense of their country. Through efforts of the ten living Hispanic Medal of Honor recipients, the Department of Defense and the Postal Service the stamp has been completed. October 31, 1984 marks the First Day of Issuance for this stamp.

III. PARTICIPANTS

Secretary Caspar Weinberger
Postmaster General Bolger
Mr. Lucian Adams
Mr. Roy Benavidez
Mr. Rodolfo Hernandez
Mr. Silvestre Herrera

Mr. Jose Lopez
Mr. Cleto Rodriguez
Col. Joseph Rodriguez (ret.)
Mr. Alejandro Ruiz
Col. Jay R. Vargas, USMC

IV. PRESS PLAN

Full Coverage

V. SEQUENCE OF EVENTS

-The President enters the Rose Garden from the Oval Office and proceeds to the podium to deliver speech.

-Upon conclusion, the President steps to the easel to unveil the stamp portrait.

-After unveiling, the President will remain next to the podium and a Medal of Honor spokesman who will make a few remarks.

-The Postmaster General will then present the President, the Secretary of Defense and the Medal of Honor spokesman with a stamp album.

V. SEQUENCE OF EVENTS (Continued)

- Secretary of Defense escorts the President to the front row to shake hands with VIP's and wives of the Medal of Honor recipients.
- The President departs Rose Garden for Oval Office.

Talking Points have been provided to the Speechwriters.

THE WHITE HOUSE

WASHINGTON

October 30, 1984

VIDEOTAPING SESSION FOR THE TUESDAY TEAM

DATE: Wednesday, October 31, 1984
LOCATION: Oval Office
TIME: 2:00 p.m.
FROM: MARGARET TUTWILER *not*

I. PURPOSE

To record additional videotaped footage of the President for use in upcoming campaign commercials.

II. BACKGROUND

On March 30, 1984, Senator Paul Laxalt announced that Reagan-Bush '84 had hired a newly formed New York corporation, "The Tuesday Team," the primary function of which would be to produce all paid media for the President's re-election campaign.

This taping session will provide the Tuesday Team an opportunity to obtain additional videotaped footage of the President. Segments of this additional footage will be incorporated by the Tuesday Team into the campaign commercials being produced for the coming week.

III. PARTICIPANTS

Taping crew from the Tuesday Team

IV. PRESS PLAN

None

THE WHITE HOUSE

WASHINGTON

PROPOSED SCENARIO

HISPANIC STAMP PRESENTATION

WEDNESDAY, OCTOBER 31, 1984

Rose Garden

11:00 a.m. Guests arrive New Visitors entrance and are escorted to South Lawn for refreshments.

11:20 a.m. Guests will be escorted to Rose Garden.

Dais guest take places on platform.

11:35 a.m. Program begins.

11:45 a.m. THE PRESIDENT departs Oval Office en route Rose Garden.

Announcement (off-stage)

THE PRESIDENT proceeds to podium and makes remarks.

OPEN PRESS COVERAGE

Dais Participants

Casper Weinberger
Post Master General Bolger
Lucian Adams, Medal Recipient
Roy Benavidez, Medal Recipient
Rodolfo Heenandez, Medal Recipient
Silverstre Herrera, Medal Recipient
Jose Lopez, Medal Recipient
Louis Rocco, Medal Recipient
Cleto Rodriguez, Medal Recipient
Colonel Joseph Rodriguez, Medal Recipient
Alejandro Ruiz, Medal Recipient
Colonel Vargas, Medal Recipient

11:52 a.m. THE PRESIDENT concludes remarks and steps back from podium.

Col. Joeseeph Rodriguez will make brief remarks.

William Bolger will make brief remarks and present THE PRESIDENT will a replica of the stamp.

THE PRESIDENT departs en route front row to shake hands.

THE PRESIDENT departs Rose Garden en route Oval Office, shaking hands in front row en route.

OPEN PRESS COVERAGE

Program concludes.

THE WHITE HOUSE

WASHINGTON

SCHEDULE OF THE PRESIDENT

WEDNESDAY, OCTOBER 31, 1984

EVENT: Drop-by Reagan-Bush Campaign Headquarters
DRESS: Men's Business Suit
WEATHER: Partly Cloudy, Low 70's

10:25 a.m. Depart en route motorcade for boarding.

10:30 a.m. Depart The White House en route Reagan-Bush Campaign Headquarters. Drive Time: 10 mins. In Limo: J. Baker and M. Tutwiler.

10:40 a.m. Arrive Reagan-Bush Campaign Headquarters and proceed inside. - CLOSED PRESS

Proceed to fourth floor via elevator. - OFFICIAL PHOTOGRAPHERS

Met by:

Edward Rollins, Campaign Director
Lee Atwater, Deputy Campaign Director
Senator Paul Laxalt, Chairman, Reagan-Bush '84 Committee

10:43 a.m. Arrive the fourth floor and proceed into Volunteer Offices to greet workers. - TIGHT POOL

Escorted by Ed Rollins, continue walking through fourth floor area to say "Thank you" to workers. - TIGHT POOL

10:55 a.m. Escorted by Ed Rollins, depart fourth floor en route sixth floor, via elevator. - TIGHT POOL

Escorted by Ed Rollins, arrive the sixth floor and proceed to greet campaign workers. - TIGHT POOL

11:03 a.m. Escorted by Ed Rollins, proceed via stairs to seventh floor.

Escorted by Ed Rollins, arrive the seventh floor and proceed to conference room. - TIGHT POOL

10/30/84 5:30 p.m.

Escorted by Ed Rollins, arrive the conference room.

Met by:

Grayling Achiu, Coordinator, Political
Informations Systems
Richard Wirthlin, Director, Polling and
Planning

Proceed to seat at the conference table in front of a
computerized graphic machine.

- OFFICIAL PHOTOGRAPHERS

Grayling Achui will demonstrate the
machine operations, and show you which
states you are currently leading in.

Escorted by Ed Rollins, depart conference room en
route adjacent room for remarks.

11:10 a.m. Escorted by Ed Rollins, arrive the adjacent room
shaking hands with the campaign workers en route
microphone. - EXPANDED POOL

Make remarks using hand-held microphone.
- EXPANDED POOL

11:20 a.m. Conclude remarks and depart en route Radio Actuality
Room. - OFFICIAL PHOTOGRAPHER

Depart Radio Actuality Room en route motorcade
for boarding.

11:30 a.m. Depart Reagan-Bush Campaign Headquarters en route The
White House. Drive Time: 10 mins. In Limo: J. Baker
and M. Tutwiler.

11:40 a.m. Arrive The White House and proceed to Oval Office.

